

Columbus Center Name Change Proposal

South Salt Lake, Utah



PREPARED BY THE SSL YOUTH CITY COUNCIL, 2020 - 2021



Overview

Indigenous Land Acknowledgement
Background
Why Keep the Name?
Why Change the Name?
Budget
Proposed Names
Call to Action

Indigenous Land Acknowledgement

We collectively acknowledge that the City of South Salt Lake is located on the traditional, ancestral, and contemporary homelands of the Shoshone, Goshute, Ute Tribes, and other Native peoples from time immemorial, and is a crossroad for Indigenous peoples. We recognize and continually support and advocate for the sovereignty of the Native nations in this territory and beyond. By offering this land acknowledgment, we affirm tribal sovereignty and will work to hold The City of South Salt Lake accountable to American Indian peoples and nations.

Background

- A name change is not a new idea
 - The most recent push to change the name came about from one of our City's youth
- The announcement of the YCC's name change project in the November 2020 On the Move (OTM) Newsletter prompted more involvement in these conversations from residents
- Constituents were encouraged to reach out to their representatives with any feedback they may have at any time.
- The Youth City Council solicited feedback about possible names through a public survey
 - Open from March 5 – March 26, 2021
 - The survey was shared on the City website and the social media accounts of the City and Promise SSL

Why Keep the Name?

- The Columbus Center has been staple in our City for many years
- History of Columbus in public education
 - Skewed vantage point
- Should not judge historical figures by today's standards
 - We are where we are today because of sacrifices that were made by people before us
- Forced to bend to popular movements
 - Giving into cancel culture
 - Trying to redefine history
- Can still grow while maintaining our history and traditional precepts

Why Change the Name?

- Identity and Logistics
 - There are currently two Columbus Centers in SSL
- Inclusion and Connection
 - The current name may alienate some people and has no connection to SSL
- Can preserve the architectural and historical significance of the building

Identity & Logistics

07
/
13



THERE ARE CURRENTLY TWO
COLUMBUS CENTERS IN SSL

- The City struggles with the confusion of the two "Columbus Centers"
- The two locations offer different resources and programs
- Confusion causes frequent late or altogether missed appointments of important resources
- The City plans to provide even more opportunities for community use of the space
- The City as a whole has struggled to find its own identity
- A distinct name will make the facility much easier to identify, locate, brand, and market

Inclusion & Connection



THE CURRENT NAME MAY
ALIENATE SOME PEOPLE AND
HAS NO CONNECTION TO UTAH

- A public facility should be welcoming and inviting to all members of the public
- The City has been vocal about embracing the diversity of individuals who live and work in SSL
- Cities and organizations all across the nation are demonstrating a commitment to positive change by renaming buildings and removing potentially problematic language that may alienate or otherwise harm some individuals
- A new name can better represent and have a connection to our community
- The City of South Salt Lake has stated many times its commitment to Diversity, Equity and Inclusion

Budget Required

- Changing the name of the Columbus Center would only require one major expense for adding a new main sign
- A new, modern, backlit sign can cost around \$10,000
- Updates to the website and branding changes can be done in-house and only require minimal changes



Proposed Names

- Name ideas had been circulating since before the Youth City Council took on this project and other new ones came up through this process
- Figurative-based names
 - Public opinion of a person can change over time
 - Can create tension between those who support the individual and those who don't
- Value-based names
 - Stability and endurance
 - Create a narrative of our city that represents a collective vision

Final Proposed Names

- We believe any of the following names will give us a community center that is easily identifiable and welcoming to all:
 - **Amani Center**
 - The Swahili word for "Peace"
 - **Bridges Center**
 - Inspired by the idea that bridges are built to overcome obstacles and symbolize unity
 - **Promise Center**
 - Inspired by the 3 Promises representing the City's highest hopes for SSL residents. 1) Every child has the opportunity to attend and to graduate college 2) Every resident has a safe, clean home and neighborhood 3) Everyone has the opportunity to be healthy and to prosper

Call to Action

- Review the materials provided
- Change the name of the facility, considering the new names presented
- Request a budget line item for new signage

This is not a vision for tomorrow,
but the job for today

– Harvey Mason Jr